

Survey Purpose

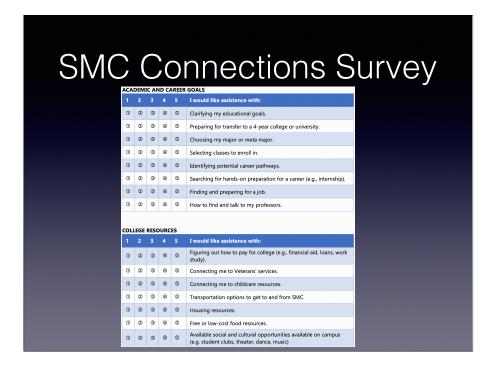
- We at SMC work hard and provide many great services to students
- First-time in college students don't always know how to navigate and find services they may need
- Making connections

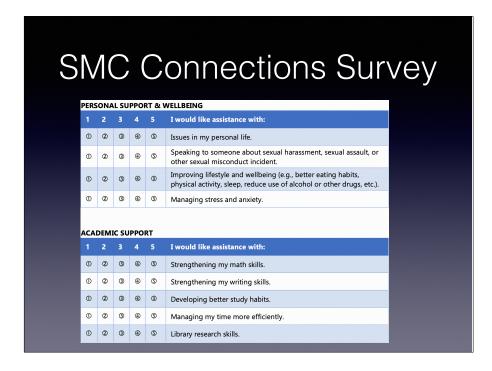
Why?

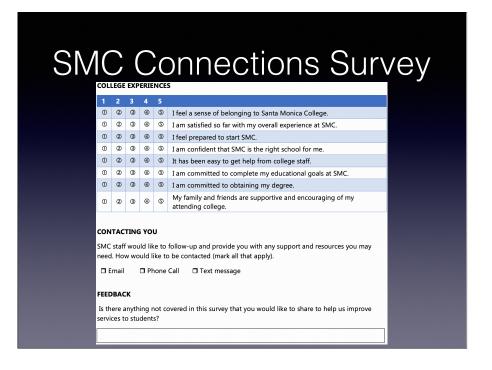
- Retention
- Equity

Development Process

- ASU
- Initial Meetings
- Workgroup







Who?

- Target all first-time in college
 - Potentially require for all Promise Students (Fall 2019: 1,700 eligible, 1,200 enrolled)
 - Incentivize first-time in college (5,000+)

What happens after student completes the survey?

- Importance of proactive outreach
- Email, text, phone
- All students
- Communication timing
- · Dynamic emails
- Examples

Enhanced Outreach & Connection

- Individual student results summary can be in web ISIS in a student profile
- Prioritization and proactive outreach (success coach, counselor) for at risk students based on results (sense of belonging & non-cognitive factors)

1.0 Implementation

- Survey Gizmo or Corsair Connect
- Integration of results into web ISIS
- Communication tools and processes

Communication Tools

- Target X for emails and texts
- Dynamic integration of content/resources
 - Existing model with enrollment tasks communications
- Nudging based texting (generic grouping of messages, financial aid)

Resources

- Committee meetings
- Development of messages (copy)
- Develop full scope of work for MIS
 - Integration with ISIS & Target X
 - Develop student profile in web ISIS

Timeline

- Intensive work Spring and Summer
- Aggressive and optimistic about Fall 2019 implementation

Questions & Discussion

Version 2.0+ Ideas

 Integration with dynamic content based on needs in Corsair Connect